

NEWS BRIEFS

Missoni, tennis, ultra rich and Aston Martin – News briefs

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Kendall Jenner is among the celebrities with the lowest consumer approval rating. Image credit: Missoni

By STAFF REPORTS

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Today in luxury:

[Missoni's Michele Norsa outlines growth strategies](#)

With a new governance in place and retail and product development strategies set in motion, Michele Norsa, vice president of Missoni, is taking stock of the progress made a year after the sale of the Italian label, reports Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[New luxury condos use tennis to lure clients](#)

Novak Djokovic owns a home in Miami's Surfside neighborhood near South Beach. One of the newest oceanfront, ultra-luxury buildings in the neighborhood the 16-resident Arte by Antonio Citterio opening later this year plays off the area's love of tennis to attract clients to the \$10 million units by placing a rooftop tennis court overlooking the community's beach chic Art Deco ambiance and palm tree-lined streets, per Forbes.

[Click here to read the entire article on Forbes](#)

[How the ultra-rich battle for the season's best seats, from Wimbledon to The Proms](#)

In an era where "status experiences" count for more than status symbols, the summer sporting and cultural season is prime bragging territory particularly if you have royal connections, celebrity friends or tens of thousands to spend on lunch, per The Telegraph.

[Click here to read the entire article on The Telegraph](#)

[Motor racing-Aston Martin to race Valkyrie hypercar at Le Mans in 2021](#)

Aston Martin will challenge for outright victory in the Le Mans 24 Hours race in 2021 with its Valkyrie hypercar, the British luxury sports car maker announced on Friday after organizers rewrote the rules, according to Reuters.

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